

# CONTENTS



Foreword *xi*

Acknowledgments *xiii*

## 1

### INTRODUCTION

1

## 2

### ELEMENTS OF THE MAP

5

Scale 5

Map Projections 8

Map Symbols 18

## 3

### MAP GENERALIZATION:

#### LITTLE WHITE LIES AND LOTS OF THEM

25

Geometry 25

Content 35

Intuition and Ethics in Map Generalization 42

## 4

### BLUNDERS THAT MISLEAD

43

Cartographic Carelessness 43

Deliberate Blunders 49

- Distorted Graytones: Not Getting What the Map Author Saw 51  
Temporal Inconsistency:  
What a Difference a Day (or Year or Decade) Makes 54

5

MAPS THAT ADVERTISE

58

- Transport Ads: Gentle Lines and Well-Connected Cities 59  
Enticement and Accessibility: Ad Maps with a Single-Place Focus 63  
Numerousness and Territoriality:  
Ad Maps Touting Success and Convenience 68

6

DEVELOPMENT MAPS

(OR, HOW TO SEDUCE THE TOWN BOARD)

71

- Zoning, Environmental Protection, and Maps 72  
Eleven Rules for Polishing the Cartographic Image 78  
Your Turn: The Assessment Review 81

7

MAPS FOR POLITICAL PROPAGANDA

87

- Cartographic Icons Big and Small:  
Maps as Symbols of Power and Nationhood 88  
Size, Sympathy, Threats, and Importance 94  
Propaganda Maps and History:  
In Search of Explanation and Justification 99  
Arrows, Circles, Place-Names,  
and Other Cartographic Assault Weapons 107

8

MAPS, DEFENSE, AND DISINFORMATION:

FOOL THINE ENEMY

113

- Defense and a Secure Cartographic Database 113  
Soviet Cartography, the Cold War, and Displaced Places 115  
Features Not Shown, Maps Not Made 118

9

LARGE-SCALE MAPPING, CULTURE,  
AND THE NATIONAL INTEREST

123

Standards and Specifications 123

Cartographic Agendas 130

10

DATA MAPS: MAKING NONSENSE OF THE CENSUS

139

Aggregation, Homogeneity, and Areal Units 140

Aggregation, Classification, and Outliers 145

Classification, Correlation, and Visual Perception 151

Places, Time, and Small Numbers 157

Indexes, Rates, and Rates of Change 159

11

COLOR: ATTRACTION AND DISTRACTION

163

The Phenomenon of Color 163

Color on Maps 167

12

MULTIMEDIA, EXPERIENTIAL MAPS, AND GRAPHIC  
SCRIPTS

174

Of Mice and Menus 175

Graphic Narratives 180

13

EPILOGUE

184

Appendix: Latitude and Longitude 187

Selected Readings for Further Exploration 191

Sources of Illustrations 197

Index 199